While 4-speed manual shows biggest increase in popularity

Automatics drop in '80 market

By Joseph Bohn
Marketing Editor

Automatic transmissions' popularity declined sharply on '80-model domestic-built cars.

Their decline of exactly 7 percentage points was the sharpest yet, and signaled the growing consumer preference for manual transmissions on new small cars.

Among various manual transmissions, the four-speed was far-and-away the most popular. It jumped 6.7 percentage points in penetration. Three-speed and five-speed manuals played an inconsequential role in demand.

However, judging by Volkswagens' Rabbit, there is a place for the five-speed manual, if Big Three manufacturers can produce a good one. GM's previous five-speeds were hard-shifting and were dropped as options on '80 models.

GM, as well as Ford and Chrysler, are expected to come up with improved versions in the future.

The '81 model year should see a continued growth in manual transmissions as a result of new, small Detroit models like the Escort, Lynx and the forthcoming GM J-cars.

Ford particularly should see a sharp jump in manual transmission demand on its new small cars in view of their smooth shift—equal in ease of operation to the most expensive European manuals.

• Here is a breakdown of transmission popularity on domestically-built '80-model U. S. cars:

Industrywide, automatics ended up on 5,884,326 cars, equal to 82.36 percent of domestic output. That was down from 8,351,220, or 89.36 percent in '79.

General Motors installed automatics in 3,996,446 of its cars, equal to 87.16 percent of production. That was off from 4,798,295, or 93.11 percent in '79.

Ford Motor installed them in 1,077,764 cars, equal to 78.46 percent of production. That was down from 2,385,534, or 86.65 percent in '79.

Chrysler Corp. installed automatic transmissions in 625,864 cars, equal to 87.79 percent of output. That was down from 993,547, or 87.46 percent in '79.

American Motors installed them in 159,693, or 80.71 percent, of cars. That was up in volume from 143,734, but down from the 84.83 percent penetration in '79.

Volkswagen installed automatics in 24,559 domestically-built Rabbits, equal to 11.00 percent of its total. That was down from 30,110, or 22.70 percent in '79.

• Four-speed manuals, which are the fastest growing, ended up in 1,205,115 cars, equal to 16.87 percent of production. That was up from 948,239, or 10.15 percent, in '79.

General Motors installed four-speeds in 575,281 cars, equal to 12.55 percent of production. That was up from 328,989, or 6.37 percent, in '79.

Ford Motor installed four-speeds in 289,572 cars, equal to 21.08 percent of production. That was up from 13.35 percent in '79, but down in volume from 367,444 cars.

Chrysler Corp. installed four-speeds in 134,837 cars, equal to 17.62 percent of production. That was down slightly from 138,302, but up in percentage from 12.17 percent in '79.

American Motors installed the transmission in 38,174 cars, equal to 19.29 percent of production. That was up from 22,943, or 13.54 percent in '79.

Volkswagen installed four-speeds in 75 percent of its Rabbits—a total of 167,451 units. That was up from 68.20 percent, or 90,561 units in '79.

Five-speed manuals climbed to 0.52 percent of industry production, a still insignificant 37,503 cars. That was up from 0.26 percent, or 24,313 units in '79.

Volkswagen accounted for most of the increase, installing the transmission in 31,257 Rabbits, equal to 14.00 percent of production. That was up from 12,150 or 9.10 percent in '79.

• General Motors dropped the five-speed as an option on '80 models. In '79, it had accounted for 0.23 percent, or 12,163 GM cars.

Ford Motor installed five-speeds in 6,246 cars, equal to 0.46 percent of production. It didn't offer a five-speed in '79.

Neither Chrysler Corp. nor American Motors offered a five-speed in '80 or in '79.

The three-speed manual, which is just about dead, accounted for 0.25 percent of domestic production, equal to 18,412 cars.

That was down from 21,734 or 0.23 percent in '79.

All companies are phasing out their three-speeds.

But in '80, GM still installed them in 13,660 cars, equal to 0.29 percent of production. That was off from 14,855, or 0.29 percent in '79.

Ford Motor doesn't offer a three-speed and didn't in '79.

Chrysler installed this transmission in 4,552 of its '80 models, equal to 0.59 percent of production. That was up from 4,116, or 0.37 percent in '79.

American Motors didn't offer a three-speed. In '79, it installed 2,762 in 1.63 percent of its cars.

Volkswagen doesn't offer a three-speed and didn't in '79.

Milestone reached with billionth lock for car makers

MILWAUKEE. — Briggs & Stratton Corp. has produced its billionth automotive lock.

The occasion was marked with a celebration by management and employes at the company's lock manufacturing plant in Glendale, Wis.

The company, the world's largest manufacturer of automotive locks and keys, counts American car and truck makers and a number of foreign automotive manufacturers as its customers.

The firm also manufactures lock and keys in Perry, Ga.

President Frederick P. Stratton Jr. said the U. S. auto industry has made a total of 375 million cars and trucks in its history. Briggs & Stratton has made enough locks and keys to supply each of them with almost three locks, he said.

Today's car usually has five locks: Two door locks, ignition, glove box and deck lid locks. Station wagons often have additional locks for underfloor or side storage compartments. In addition, auto manufacturers offer such optional equipment as locking gas caps, spare tire locks and complicated locks incorporating burglar alarm switches or illuminated lock faces.

Billionth lock

Briggs & Stratton's billionth car lock is inspected by William Rollo, vice president and general manager of the Lock Division, Alma Hauslade, veteran employe, and Frederick P. Stratton jr., president.

EV short-ranged, Florida dealer claims in suit

WEST PALM BEACH, Fla.—A franchise holder has filed suit in the Circuit Court of Palm Beach County against U. S. Electricar Corp., complaining that its electric vehicles did not get the per-day mileage the company advertised.

Joseph Clark, owner of Ziebart rustproofing centers in Delray Beach and West Palm Beach, is seeking to regain the nearly $80,000 he paid for the eight Lectric Leopards, according to the complaint.

Clark claims the cars he tested ran about 40 miles a day on an overnight charge. Lectric Leopard ads claim a maximum cruising range of 70 miles.

Albert Shelman, U. S. Electricar president, said dealers are told that the vehicles don't achieve their maximum range until a break-in period of 800 to 1,000 miles.

An Electricar representative sent to Clark's outlet reported none of Clark's vehicles had more than 200 miles on the odometer, Shelman said.

Fisher Body cites Hamill as 'quality supplier'

WASHINGTON, Mich. — Firestone's Hamill Mfg. Co., here has been honored for the third straight year by General Motors' Fisher Body Division as a "premier quality supplier" in 1980.

Hamill manufactures seat belts for several GM car lines.

POWERTRAIN OPTIONS ON 1980 U.S. MODELS

	Automatic Transmission	Percent of Output	3-Speed Manual	Percent of Output	4-Speed Manual	Percent of Output	5-Speed Manual	Percent of Output
AMERICAN MOTORS	159,693	80.71	N.A.	—	38,174	19.29	N.A.	—
Eagle	45,962	99.01	N.A.	—	417	0.90	N.A.	—
Concord	74,663	92.80	N.A.	—	5,793	7.20	N.A.	—
Spirit	39,068	55.00	N.A.	—	31,964	45.00	N.A.	—
CHRYSLER CORP.	625,864	81.79	4,552	0.59	134,837	17.62	N.A.	—
C-P Division	378,316	83.67	2,415	0.53	71,451	15.80	N.A.	—
Horizon	92,125	56.70	N.A.	—	70,353	43.30	N.A.	—
Volare	106,260	96.80	2,415	2.20	1,098	1.00	N.A.	—
'80 Gran Fury	18,724	100.00	N.A.	—	N.A.	—	N.A.	—
Cordoba	57,479	100.00	N.A.	—	N.A.	—	N.A.	—
Chrysler	29,114	100.00	N.A.	—	N.A.	—	N.A.	—
LeBaron	74,614	100.00	N.A.	—	N.A.	—	N.A.	—
Dodge Total	247,548	79.07	2,137	0.68	63,386	20.25	N.A.	—
Omni	75,709	54.80	N.A.	—	62,446	45.20	N.A.	—
St. Regis	17,068	100.00	N.A.	—	N.A.	—	N.A.	—
Diplomat	38,166	100.00	N.A.	—	N.A.	—	N.A.	—
Aspen	82,391	96.40	2,137	2.50	940	1.10	N.A.	—
Mirada	34,214	100.00	N.A.	—	N.A.	—	N.A.	—
FORD MOTOR	1,077,769	78.46	N.A.	—	284,572	21.08	6,246	0.46
Ford Division	753,540	76.81	N.A.	—	224,031	22.83	3,527	0.36
Pinto	57,122	45.80	N.A.	—	67,598	54.20	N.A.	—
Mustang/Mustang II	149,769	55.20	N.A.	—	118,026	43.50	3,527	1.30
Fairmont	198,579	84.70	N.A.	—	35,875	15.30	N.A.	—
Granada	87,897	97.20	N.A.	—	2,532	2.80	N.A.	—
Thunderbird	156,803	100.00	N.A.	—	N.A.	—	N.A.	—
Ford	103,370	100.00	N.A.	—	N.A.	—	N.A.	—
L-M Division	324,224	82.61	N.A.	—	65,541	16.70	2,719	0.69
Bobcat	11,758	47.70	N.A.	—	12,892	52.30	N.A.	—
Capri	36,873	46.10	N.A.	—	40,392	50.50	2,719	3.40
Zephyr	58,788	83.90	N.A.	—	11,280	16.10	N.A.	—
Monarch	29,541	96.80	N.A.	—	977	3.20	N.A.	—
Cougar/XR7	58,028	100.00	N.A.	—	N.A.	—	N.A.	—
Mercury	54,328	100.00	N.A.	—	N.A.	—	N.A.	—
Lincoln	31,233	100.00	N.A.	—	N.A.	—	N.A.	—
Versailles	4,784	100.00	N.A.	—	N.A.	—	N.A.	—
Mark VI	38,891	100.00	N.A.	—	N.A.	—	N.A.	—
GENERAL MOTORS	3,996,446	87.16	13,660	0.29	575,281	12.55	N.A.	—
Buick Division	778,373	97.28	148	0.01	21,645	2.71	N.A.	—
Skyhawk	6,799	81.70	N.A.	—	1,523	18.30	N.A.	—
Skylark	191,687	90.50	N.A.	—	20,122	9.50	N.A.	—
Century	148,281	99.90	148	0.10	N.A.	—	N.A.	—
Regal	214,735	100.00	N.A.	—	N.A.	—	N.A.	—
Buick	168,250	100.00	N.A.	—	N.A.	—	N.A.	—
Riviera	48,621	100.00	N.A.	—	N.A.	—	N.A.	—
Cadillac Division	231,028	100.00	N.A.	—	N.A.	—	N.A.	—
Seville	39,344	100.00	N.A.	—	N.A.	—	N.A.	—
Cadillac	138,999	100.00	N.A.	—	N.A.	—	N.A.	—
Eldorado	52,685	100.00	N.A.	—	N.A.	—	N.A.	—
Chevrolet Division	1,562,424	77.04	12,973	0.64	452,709	22.32	N.A.	—
Chevette	241,127	53.40	N.A.	—	210,422	46.60	N.A.	—
Monza	101,672	59.90	N.A.	—	68,065	40.10	N.A.	—
Camaro	132,713	87.30	7,146	4.70	12,162	8.00	N.A.	—
Citation	468,165	75.00	N.A.	—	156,055	25.00	N.A.	—
Malibu/Chevelle	271,470	97.80	5,827	2.10	278	0.10	N.A.	—
Monte Carlo	126,006	100.00	N.A.	—	N.A.	—	N.A.	—
Chevrolet	186,384	100.00	N.A.	—	N.A.	—	N.A.	—
Corvette	34,887	85.90	N.A.	—	5,727	14.10	N.A.	—
Oldsmobile Division	828,264	97.73	423	0.05	18,804	2.22	N.A.	—
Starfire	5,552	67.40	N.A.	—	2,685	32.60	N.A.	—
Omega	118,204	88.00	N.A.	—	16,119	12.00	N.A.	—
Cutlass	421,756	99.90	423	0.10	N.A.	—	N.A.	—
Oldsmobile	239,312	100.00	N.A.	—	N.A.	—	N.A.	—
Toronado	43,440	100.00	N.A.	—	N.A.	—	N.A.	—
Pontiac Division	596,357	87.88	116	0.02	82,123	12.10	N.A.	—
Sunbird	93,396	65.28	N.A.	—	49,674	34.72	N.A.	—
Phoenix	145,842	81.81	N.A.	—	32,449	18.19	N.A.	—
Firebird	107,340	100.00	N.A.	—	N.A.	—	N.A.	—
LeMans	61,107	99.81	116	0.19	N.A.	—	N.A.	—
Grand Prix	114,714	100.00	N.A.	—	N.A.	—	N.A.	—
Pontiac	73,958	100.00	N.A.	—	N.A.	—	N.A.	—
VOLKSWAGEN	24,559	11.00	N.A.	—	167,451	75.00	31,257	14.00
Total Cars, U. S.	5,884,326	82.36	18,412	0.25	1,205,115	16.87	37,503	0.52

NOTE: Installation numbers are based on U. S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced only in Canada. The '80 production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Cor.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.

factories list auction dates

American Motors

Nov. 11—Ohio Auto Auction, Grove City, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Nov. 12—Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.; Big D Auto Auction, W. Hwy. 80, Dallas; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Nov. 13—Todd Auto Auction, Rte. 309, Telford, Pa.

Nov. 18—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich. 48180.

Nov. 19—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.

Nov. 20—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Nov. 21—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.; Concord Auto Auction, Hosmer St., Acton, Mass.

Nov. 25—Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Nov. 26—Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.; Big D Auto Auction, W. Hwy. 80, Dallas; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Land N., Minneapolis.

AMC sales are open to all dealers.

Chrysler Corp.

Nov. 11—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Nov. 13—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.

Nov. 18—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

Nov. 19—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Nov. 25—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

Nov. 12—Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Nov. 18—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Nov. 19—Concord Auto Auction, Hosmer St., Acton, Mass.; Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Ford deal adds AMC

ATLANTA.—Neal Pope Ford is adding American Motors.

Model breakdown
Auction averages

	November To Date	October	September
1980	$6,311	$6,311	$6,350
1979	4,991	5,021	4,787
1978	3,885	3,793	3,841
1977	2,965	3,120	3,240
1976	2,133	2,223	2,362
1975	1,637	1,804	1,741
1974	1,320	1,343	1,350
1973	847	1,079	1,167
Overall Average	$3,776	$3,665	$3,545

Used car sales
Auction averages

November to date	$3,776
Month ago	$3,723
Year ago	$3,339

Georgia gasohol sales million gallons monthly

ATLANTA. — Total sales of gasohol in Georgia are approaching a million gallons a month, according to Curtis B. Modling, director of the state's Motor Fuel Tax Division.

The state, he said, has issued 91 permits for the manufacture of alcohol for fuel purposes.

used-car auction directory

Display Rates: $53.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50, 26-times, $10.00, 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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Domestic cars slip 7.90 pct. for October

Sales are down, but hopes are up

By Jenny L. King
Staff Writer

Even though their sales were down in both the second and third periods and down for the entire month of October, the domestic auto makers remained optimistic that a strengthened selling trend is underway following introduction of their 1981 models and signs of improvement in the overall economy.

Domestic sales were down 7.90 percent in October, the smallest decline for any month this year, to 663,843 from 720,781 in 1979. It was the lowest October since 1974. Third-period sales totaled 239,499, down 6.25 percent from 255,470 a year ago.

The domestic daily selling rate averaged 24,587 this October, down 7.90 percent from 26,696 in 1979. There were 27 selling days both years. It was the best monthly average since the 25,775 rate last March.

Import sales were up in October, in spite of the fact that it was the introduction month for the U. S. industry. Sales of imported new cars reached 182,933, up 7.49 percent from 170,184, and accounted for 21.60 percent of the market.

Combined domestic and import sales totaled 846,776, down 4.96 percent from 890,965 in 1979.

Domestic year-to-date sales were 5,577,578, down 22.12 percent from 7,162,217 last year. Import sales so far this year were up 3.11 percent, to 2,048,003 from 1,986,241. Combined domestic and imports for the 10 months totaled 7,625,581, down 16.65 percent from 9,148,458 in 1979.

• Chrysler Corp., with sales up 5.46 percent to 68,843 from 65,280, was the only U. S. auto maker to notch a sales increase for October. All its car lines were reported up on a daily-rate basis during the final 10-day period, and brisk sales of the corporation's new K-cars added the necessary thrust to push it ahead of year-ago totals.

General Motors reported sales of 418,575 new cars in October, down 2.22 percent from 428,099 in 1979.

"We are very encouraged by October's results since GM car sales were at the highest daily selling rate in 11 months and nearly matched last October," said GM Marketing Vice President Robert D. Burger.

Ford's October sales fell 19.91 percent, to 152,832 from 190,835 last year. American Motors reported a sales drop of 30.94 percent, to 12,176 from 17,632. Volkswagen of America was down 39.70 percent, to 11,417 from 18,935.

Imports made a respectable showing in the October marketplace, with 16 of the 27 included in the AUTOMOTIVE NEWS charts reporting increases for the month. The top two, Toyota and Datsun, were off 6.87 percent and 1.29 percent, respectively, but their closest competitors gained ground. Honda sales climbed 19.37 percent, Mazda was up 26.00 percent and Subaru had a 24.06-percent sales increase.

Other imports on the rise in October were Volkswagen, up 85.77 percent; Volvo, up 59.43 percent; Fiesta, up 33.01 percent, and Audi, up 18.14 percent.

Imports increased their share of the total October market to 21.60 percent from 19.09 percent a year ago.

• In the domestic market alone, GM earned 63.05 percent, up from 59.39 percent. Ford sales accounted for 23.02 percent, down from 26.47 percent. Chrysler climbed to 10.37 percent from 9.06 percent, AMC dropped to 1.84 percent from 2.45 percent and VWoA went to 1.72 percent from 2.63 percent.

Of the 14 domestic makes, four reported improved sales in October. Plymouth was up 11.78 percent, Dodge was up 11.76 percent, Buick was up 17.39 percent and Oldsmobile was up 11.28 percent.

Top-selling U. S. nameplates for the month were: Chevrolet Chevette, 35,533; Chevrolet Citation, 31,931; Oldsmobile Cutlass Supreme, 29,069; Ford Fairmont, 27,253, and Chevrolet Malibu, 27,216. One year ago, the top five were standard Chevrolet, Ford Fairmont, Oldsmobile Cutlass Supreme, Chevrolet Malibu and Chevrolet Citation.

In the domestic market, subcompacts accounted for 20.43 percent of all new-car sales in October, compacts were 27.45 percent, intermediates were 31.85 percent, standards were 13.74 percent and luxury models were 6.53 percent.

A year ago their shares were: Subcompacts, 16.18 percent, compacts, 25.84 percent, intermediates, 32.05 percent, standards, 18.02 percent and luxuries, 7.91 percent.

In the total market, imports accounted for 21.60 percent, subcompacts were 16.02 percent, compacts were 21.52 percent, intermediates were 24.97 percent, standards were 10.77 percent and luxury models were 5.12 percent.

This compares with 1979 market segments of 19.09 percent for imports, 13.09 percent for subcompacts, 20.91 percent for compacts, 25.93 percent for intermediates, 14.58 percent for standards and 6.40 percent for luxury cars.

Where Auto Market was in October

	Total Sales	Pct. of Total
SUBCOMPACT	135,613	16.02
COMPACT	182,265	21.52
INTERMEDIATE	211,439	24.97
STANDARD	91,196	10.77
LUXURY	43,330	5.12
IMPORT	182,933	21.60
TOTAL	846,776	100.00

U. S. CAR SALES BY MARKETING UNITS

	Oct., 1980	Oct., 1979	10 mos., 1980	9 mos., 10 mos.,
Chevrolet	161,558	180,620	1,501,657	1,847,605
Ford	115,007	137,913	967,471	1,366,827
Oldsmobile	92,208	82,863	704,502	819,119
Buick	80,015	69,109	604,459	621,793
Pontiac	62,068	64,744	527,284	672,351
Datsun	37,622	38,112	450,769	397,255
Toyota	36,107	38,771	498,497	427,172
Mercury	36,430	44,262	271,409	444,129
Dodge	31,673	29,297	277,512	394,815
Plymouth	30,826	27,553	264,853	340,747
Honda	30,529	25,575	309,100	300,331
VW of America	25,550	28,435	277,922	308,270
Cadillac	22,726	31,713	176,778	260,800
Mazda	17,264	13,702	130,636	126,423
AMC-Renault	14,043	19,422	148,196	146,767
Chrysler	13,179	16,422	117,272	217,603
Subaru	11,359	9,156	122,062	107,306
Lincoln	7,648	13,361	58,378	107,894
Volvo	4,936	3,096	49,128	48,798
Mercedes-Benz	4,474	3,867	45,291	45,684
BMW	2,940	3,863	31,815	30,747
Fiat	2,649	3,595	35,055	54,745
Jaguar-Rover-Triumph	2,623	2,935	29,209	39,261
Peugeot	1,110	1,008	10,919	10,024
Saab	1,074	1,234	11,547	12,831
Alfa Romeo	104	337	2,801	3,503
TOTAL	846,776	890,965	7,625,581	9,148,458

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

IMPORTED CAR SALES

	Oct., 1980	Same month, 1979	Jan. 1-Oct. 31, 1980	Jan. 1-Oct. 31, 1979
Alfa Romeo	104	337	2,801	3,503
Arrow	3,371	2,873	50,418	41,182
Audi	3,928	3,325	36,258	36,969
BMW	2,940	3,863	31,815	30,747
Challenger	875	723	11,403	12,358
Colt	3,029	3,728	45,793	54,884
Datsun	37,622	38,112	450,769	397,255
Fiat	2,535	3,485	33,297	53,380
Fiesta	6,253	4,701	59,997	67,713
Honda	30,529	25,575	309,100	300,331
Jaguar	290	285	2,505	3,210
Lancia	114	110	1,758	1,365
Mazda	17,264	13,702	130,636	126,423
Mercedes-Benz	4,474	3,867	45,291	45,684
MG	1,136	1,561	12,942	24,510
Opel	.....	950	.....	13,815
Peugeot	1,110	1,008	10,919	10,024
Porsche	803	1,114	9,186	12,173
Renault	1,867	1,790	21,913	16,473
Rover	87	.....	282	.....
Saab	1,074	1,234	11,547	12,831
Sapporo	614	668	8,927	10,990
Subaru	11,359	9,156	122,062	107,306
Toyota	36,107	38,771	498,497	427,172
Triumph	1,110	1,089	13,480	11,541
Volkswagen	9,402	5,061	77,279	115,604
Volvo	4,936	3,096	49,128	48,798
TOTAL	182,933	170,184	2,048,003	1,986,241

DOMESTIC CAR SALES

	Oct. 21 to Oct. 31, 1980	Same Period, 1979	October, 1980	Same Month, 1979	Jan. 1 to Oct. 31, 1980	Same Period, 1979
Spirit	.....	.....	3,435	5,808	43,967	45,304
Concord	.....	.....	5,561	7,462	55,573	72,569
Pacer	.....	.....	53	703	2,019	7,105
Eagle	.....	.....	3,127	3,659	24,724	5,316
AMERICAN MOTORS*.	6,000†	5,900†	12,176	17,632	126,283	130,294
Horizon	2,318	2,161	8,132	8,527	66,235	73,926
TC3	1,278	1,607	4,346	6,161	48,440	54,893
Reliant	2,600	.....	10,194	.....	10,194	.....
Volare	1,413	2,967	3,861	9,209	67,703	148,700
Voyager	.....	.....	.....	.....	.....	8,265
Fury	.....	.....	.....	5	.....	2,681
Plymouth	135	46	308	110	12,936	110
Total Plymouth	7,744	6,781	26,841	24,012	205,508	288,575
LeBaron	2,397	1,963	6,907	6,541	53,773	86,912
Cordoba	1,425	1,498	4,357	5,169	38,359	50,392
Chrysler	730	1,126	1,915	4,712	25,140	80,299
Total Chrysler	4,552	4,587	13,179	16,422	117,272	217,603
Total Imperial	324	.....	1,054	.....	1,054	.....
Omni	1,696	1,660	5,785	6,586	52,000	61,310
024	1,260	1,345	4,018	5,255	41,705	48,103
Aries	1,905	.....	8,078	.....	8,078	.....
Aspen	1,076	1,889	3,150	7,048	51,338	104,115
Sportsman	.....	.....	.....	.....	.....	24,917
Diplomat	1,156	742	3,163	2,718	27,427	39,796
Monaco	.....	.....	.....	.....	.....	2,554
Mirada/Magnum	899	494	2,847	1,710	24,034	20,332
Dodge	280	316	728	1,529	15,734	26,446
Total Dodge	8,272	6,446	27,769	24,846	220,316	327,573
CHRYSLER CORP.	20,892	17,814	68,843	65,280	544,150	833,751
Pinto	2,779	4,529	9,281	13,441	133,990	166,149
Mustang	6,172	.....	18,713	.....	18,713	.....
Fairmont	6,115	8,639	18,956	27,287	198,435	264,811
Club Wagon	9,916	11,007	27,253	33,813	241,821	292,923
Granada	.....	.....	.....	.....	.....	31,094
LTD II	3,458	4,338	11,851	12,694	73,299	123,469
Thunderbird	.....	315	.....	1,090	3,012	25,346
Ford	2,917	7,933	9,504	26,801	113,520	181,720
Ford Division	4,471	5,313	13,196	18,086	124,684	213,602
Bobcat	35,828	42,074	108,754	133,212	907,474	1,299,114
Lynx	576	1,177	1,916	3,187	25,187	39,713
Zephyr	1,674	.....	4,810	.....	4,810	.....
Monarch	3,598	3,406	9,593	9,805	71,119	84,720
Cougar	.....	.....	.....	.....	.....	3,955
Cougar/Monarch	1,669	1,742	5,046	4,451	25,545	47,669
XR-7	1,549	3,311	4,315	12,536	46,118	105,951
Capri	1,908	2,634	5,613	7,056	54,528	79,283
Mercury	2,070	2,050	5,137	7,227	44,102	82,838
Total Mercury	13,620	14,320	36,430	44,262	271,409	444,129
Versailles	47	324	134	1,034	4,019	11,860
Lincoln	1,086	1,847	3,333	5,420	25,047	52,086
Mark VI	1,549	2,419	4,181	6,907	29,312	43,948
Total Lincoln	2,682	4,590	7,648	13,361	58,378	107,894
L-M Division	15,726	18,910	44,078	57,623	329,787	552,023
FORD MOTOR	51,554	60,984	152,832	190,835	1,237,261	1,851,137
Skyhawk	.....	491	.....	1,445	5,388	16,855
Skylark	7,123	4,084	18,915	12,272	146,021	93,068
Century	6,199	3,355	17,121	8,222	123,857	46,405
Regal	8,541	7,708	23,980	21,087	166,873	220,852
LeSabre	2,968	3,609	8,162	10,477	76,386	113,124
Electra	2,482	3,520	7,125	10,217	50,826	74,148
Riviera	1,729	1,816	4,712	4,439	35,108	43,526
Buick Division	29,042	24,583	80,015	68,159	604,459	607,978
Seville	1,460	1,994	4,078	5,042	28,854	35,655
Cadillac	4,565	7,229	12,371	20,721	105,125	171,895
Eldorado	2,369	2,021	6,277	5,950	42,799	53,250
Cadillac Division	8,394	11,244	22,726	31,713	176,778	260,800
Chevette	12,376	11,596	35,533	30,128	327,349	322,272
Monza	5,749	3,551	15,092	9,654	131,534	124,051
Citation/Nova	12,495	11,777	31,931	30,199	320,375	249,991
Sportvan	.....	.....	.....	.....	.....	24,594
Camaro	3,567	5,525	9,560	15,092	102,725	181,933
Malibu	10,704	11,714	27,216	31,108	226,241	297,599
Monte Carlo	6,826	8,168	18,120	22,987	138,542	232,162
Chevrolet	8,382	14,812	20,693	37,773	223,931	382,617
Corvette	1,318	1,704	3,413	3,679	30,960	32,386
Chevrolet Division	61,417	68,847	161,558	180,620	1,501,657	1,847,605
Starfire	.....	414	.....	1,203	5,334	16,598
Omega	3,444	1,793	9,617	4,925	75,148	40,402
Cutlass	9,286	5,701	25,319	14,303	182,151	86,733
Supreme	10,416	11,259	29,069	33,110	223,357	362,277
Olds 88	5,157	5,192	14,553	15,843	126,761	195,395
Olds 98	3,457	2,930	9,873	9,625	60,476	77,806
Toronado	1,518	1,458	3,777	3,854	31,275	39,908
Oldsmobile Division	33,278	28,727	92,208	82,863	704,502	819,119
Sunbird	4,969	2,230	13,135	6,271	114,827	77,507
Phoenix	4,010	2,659	10,751	7,079	83,685	65,364
Firebird	2,231	3,798	6,052	10,640	73,305	131,655
LeMans	3,118	3,829	8,263	10,996	66,074	98,825
Grand Prix	5,274	5,581	14,361	15,478	98,910	152,317
Pontiac	3,569	5,304	9,506	14,280	90,488	146,683
Pontiac Division	23,171	23,401	62,068	64,744	527,289	672,351
GENERAL MOTORS	155,302	156,302	418,575	428,099	3,514,685	4,207,853
VOLKSWAGEN	5,751	13,970	11,417	18,935	155,199	139,311
DOMESTIC TOTALS	239,499	255,470	663,843	720,781	5,577,578	7,162,217
IMPORT TOTAL	.....	.....	182,933	170,184	2,048,003	1,986,241
GRAND TOTAL	.....	.....	846,776	890,965	7,625,581	9,148,458

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

TRA is approved for 4,810 at GM

WASHINGTON. — A total of 4,810 workers at four General Motors component parts plants have been certified for trade adjustment assistance.

Those declared eligible include 880 workers at Fisher Body Plant No. 1, Grand Rapids, Mich.; 2,970 at Hydramatic Division, Ypsilanti, Mich.; 320 at Chevrolet, Muncie, Ind., and 640 at Central Foundry Division, Massena, N. Y.

Another 1,000 workers at two other GM plants were denied eligibility — 335 at the Fisher Body plant in Lordstown, O., and 665 at the New Departure-Hyatt Bearings Division plant in Bristol, Conn.

After poor showing in October

Week's car output rises slightly

Domestic auto production in October was the lowest for that month since 1970, a strike-ridden year, as the makers continue to sell fewer cars.

The October total of 675,020 was down 13.88 percent from the 783,843 units assembled in 1979. In 1970, the auto makers built 390,016 cars, kept low because of a contract strike at General Motors.

The decrease in production is particularly significant since October was the introduction month for the 1981 models. The figure was up slightly, 0.02 percent, from the September total when full-scale production of the new models began.

Planned production last week was 157,394, up 1.24 percent from the 155,461 cars built in the previous week, but down 11.61 percent from the 178,070 produced in the comparable week in '79.

Chrysler Corp. will close its Belvidere (Ill.) and Lynch Road (Detroit) plants today (Nov. 10) for one week. The move temporarily idles 6,000 hourly workers.

Lynch Road (St. Regis/New Yorker/Newport/Gran Fury) is down for inventory adjustment. Belvidere (Omni/Horizon) is down for realignment because it will begin building Miser models of the Omni and Horizon. The Lynch Road facility was also closed last week.

No downtime was scheduled at either Ford Motor Co. or General Motors last week.

Seven U. S. car plants worked Saturday last week: GM Tarrytown (Citation / Phoenix / Skylark); Willow Run (Skylark/Citation/Omega); Flint (Century/Regal/LeSabre/Electra), and Detroit (Cadillac), and Chrysler Jefferson (Aries/Reliant); Newark (Aries/Reliant), and St. Louis (LeBaron/Diplomat/Caravelle).

U. S. auto production for the year-to-date is 5,553,492, down 26.62 percent from the 7,568,249 built in the equivalent week last year.

Diesel now available in all big Chevrolets

WARREN, Mich. — Chevrolet Caprice and Impala coupes and sedans now are available with General Motors' 5.7-liter diesel engine as a $695 option. Standard engine is a 3.8-liter V-6 gasoline engine. Offered as a $50 option is either the 4.4-liter or 5.0-liter V-8 gasoline engine.

The 5.7-liter, or 350-cubic-inch diesel became available in Caprice and Impala wagons in the 1980 model year. It became available in Chevy pickups in the 1979 model year.

breaking news

Continued from Page 1

offered. By that time, Peugeot will have an entirely new diesel engine in production, quieter and more efficient than present types.

Reagan Task Force includes Snow

WASHINGTON. — John Snow, a lawyer and economist who was head of NHTSA for a brief period during the Ford Administration, is on the Reagan Transportation Task Force to select appointees for DOT and make transportation policy. Snow is now senior vice president of CSX, Inc. (Chessie-Seaboard Railroad holding company). Snow headed NHTSA from July, 1976, to February, 1977. Before that he held various policy positions within the department and was deputy undersecretary of DOT until he took over from Dr. James Gregory.

Lander to join DeLorean in Northern Ireland

BELFAST, Northern Ireland. — Former Chrysler Canada President Donald H. Lander will join DeLorean Motor Cars, Ltd., as president and managing director Dec. 1. He replaces Charles Bennington, also a former Chrysler executive, who will move to New York to develop a stainless steel four-door sedan the company hopes to introduce in two years. Also new in New York is James G. Stark, DeLorean Motor Co. executive vice president and chief financial officer. Stark, former Northern Telecom executive vice president and Lehman Brothers partner, replaced Walter Strycker who left the company several months ago.

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 8, 1980	Same Week 1979	Week Ended Nov. 1, 1980	Oct. Total	Jan. 1, to Nov. 10, 1979	Jan. 1, to Nov. 8, 1980
CHEVROLET	14,204	16,992	13,303	51,028	871,500	393,838
DODGE/PLYMOUTH	3,100	4,981	3,162	8,087	287,800	108,852
FORD	15,737	12,126	16,907	75,190	934,665	1,175,012
GMC	5,857	5,903	4,485	18,451	303,100	126,601
INTERNATIONAL	600	.....	140	6,991	115,642	55,305
MACK	460	698	530	2,083	32,549	20,049
JEEP	1,740*	2,975	1,740	10,101	168,744	69,161
AMC CORP.	85*	450	85	867	19,335	7,531
VOLKSWAGEN	650	.....	673	2,788	.....	23,428
MISCELLANEOUS	550*	800	550	2,530	36,050	33,675
Total Trucks, U. S.	42,983	44,925	41,575	178,116	2,769,385	2,013,452

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 8, 1980	Same Week 1979	Week Ended Nov. 1, 1980	Oct. Total	Jan. 1, to Nov. 10, 1979	Jan. 1, to Nov. 8, 1980
CHRYSLER CORP.	1,579	1,061	1,600	7,694	49,984	44,288
FORD MOTOR	4,925	2,766	3,924	20,561	196,335	155,412
GENERAL MOTORS	6,801	6,199	6,550	26,065	254,496	202,264
AMERICAN MOTORS	.....	1,060	.....	.....	47,686	11,823
INTERNATIONAL	294	484	300	1,320	17,699	13,887
MACK	40	99	.....	130	3,366	1,819
Total Trucks, Canada	13,640	11,669	12,374	55,770	569,566	429,493
N. American Trucks	56,623	56,594	53,949	233,886	3,338,951	7,220,790

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Truck production for October off 21 pct. from 1979

U. S. truck production in October was the lowest for the month since 1970 when a contract strike at General Motors Corp. held the numbers down.

The October total was 178,116 units, down 21.82 percent from the 227,853 assembled in the same month last year. The truck makers built 108,344 in 1970.

Planned production last week was 42,983, up 3.38 percent from the 41,575 assembled the previous week, but down 4.32 percent from the 44,925 built in the year-ago week.

Chrysler Corp. will close its Warren truck plant today (Nov. 10) for one week to balance inventories, temporarily idling 4,000 hourly workers. When the plant reopens on Nov. 17, the line speed will be cut to 424 units per day from 640.

International Harvester's Springfield (O.) plant remains down this week and production also remains partially down at its Fort Wayne (Ind.) facility. The slowdown which began Nov. 3 was scheduled for two weeks to balance inventories.

GM scheduled overtime last week at Baltimore and St. Louis. GMC will increase line speed from 288 to 342 units per day on Nov. 24 at its medium-duty truck plant in Pontiac.

Car production rises in Canada as AMC returns

Canadian auto production increased slightly last week because American Motors Corp. converted its Brampton plant from truck production and began building the Concord and the four-wheel-drive Eagle there on Nov. 3.

The Brampton faciilty had been closed since June for the changeover.

Planned car output last week was 21,554 units, up 3.26 percent from the 20,869 built in the previous week, and also up 7.58 percent from the 20,034 assembled in the comparable week in 1979.

Year-to-date, the Canadian auto makers have built 712,751 cars, down 17.27 percent from thet 861,527 produced at this time last year.

Scheduled truck production last week was 13,640, up 10.23 percent from the 12,374 assembled in the previous week and up 16.89 percent from the 11,669 of the comparable year ago week.

U. S. CAR PRODUCTION

	Week Ended Nov. 8, 1980	Same Week 1979	Week Ended Nov. 1, 1980	Oct. Total	Jan. 1, to Nov. 10, 1979	Jan. 1, to Nov. 8, 1980
AMERICAN MOTORS	3,275*	4,125	3,480*	14,408	158,772	143,238*
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
'78 AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	22,600	19,456	20,686	94,378	816,363	535,663
Plymouth Total	11,800	7,745	9,433	44,478	329,874	246,219
Horizon	3,200	3,742	3,167	16,028	149,852	136,420
Volare	.....	3,344	.....	.....	167,826	51,735
'80 Gran Fury	.....	369	60	447	3,880	13,759
Caravelle	100	290	98	459	8,316	5,404
Reliant	8,500	.....	6,108	27,544	.....	38,901
Chrysler Total	1,400	3,668	2,478	11,237	167,703	69,105
Chrysler	.....	922	1,151	5,208	73,586	16,705
LeBaron	1,400	2,746	1,327	6,029	94,117	52,400
Dodge Total	9,400	8,043	8,775	38,663	318,786	220,339
Omni	2,800	3,148	2,977	12,100	130,733	114,383
St. Regis	.....	321	437	1,527	24,214	12,269
Diplomat	600	1,300	756	3,441	45,685	26,080
Aspen	.....	3,274	.....	.....	118,154	36,881
Aries	6,000	.....	4,605	21,595	.....	30,726
FORD MOTOR	33,132	37,674	35,040	144,499	1,861,762	1,070,918
Ford Division	22,653	25,015	24,572	101,340	1,244,913	768,959
Pinto	.....	.....	.....	.....	159,912	68,179
Mustang II/Mustang	5,381	6,665	4,561	20,524	338,840	203,098
Fairmont	2,763	6,685	3,045	10,727	189,389	179,957
Granada	4,551	3,090	4,488	21,265	133,213	89,365
LTD II	.....	.....	.....	.....	22,746	.....
Thunderbird	.....	6,575	3,418	9,845	246,759	100,561
Ford	2,016	2,000	2,100	10,670	154,054	78,112
Escort	7,942	.....	6,960	28,309	.....	49,687
L-M Division	10,479	12,659	10,468	43,159	616,849	301,959
Mercury Total	8,615	8,937	8,528	35,171	477,414	261,092
Bobcat	.....	.....	.....	.....	41,573	12,445
Capri	1,675	1,277	927	4,102	100,124	58,074
Zephyr	1,077	1,781	811	3,159	55,782	58,389
Monarch	.....	1,323	.....	.....	56,877	16,445
Cougar/XR7	1,854	1,974	3,203	12,112	129,884	52,792
Mercury	1,292	2,582	1,311	6,026	93,174	46,315
Lynx	2,717	.....	2,276	9,772	.....	16,632
Lincoln Total	1,864	3,722	1,940	7,988	139,435	40,867
Lincoln	847	1,357	881	3,208	67,548	16,709
Versailles	.....	387	.....	.....	11,384	1,866
Mark VI	1,017	1,978	1,059	4,780	60,503	22,292
GENERAL MOTORS	93,751	112,128	91,381	401,018	4,576,256	3,634,930
Buick Division	18,511	19,454	17,040	71,331	684,117	797,655
Skyhawk	.....	758	.....	.....	22,930	.....
Skylark/'79-'80	5,381	3,967	3,913	17,845	98,564	184,227
Century	3,080	2,719	2,770	15,449	56,158	141,902
Regal	4,910	5,114	5,281	19,193	230,496	171,099
Buick	4,100	5,252	4,119	14,509	225,450	123,312
Riviera	1,040	1,644	957	4,335	50,519	36,513
Cadillac Division	4,609	7,377	4,618	20,093	305,688	167,957
Seville	640	1,493	613	3,015	41,139	29,057
Cadillac	2,724	4,643	2,744	11,341	205,316	93,336
Eldorado	1,245	1,241	1,261	5,737	59,233	45,564
Chevrolet Division	39,345	46,262	39,178	172,353	2,023,310	1,494,399
Chevette	9,280	6,536	9,005	41,719	365,919	397,387
Monza	2,780	3,542	2,822	12,876	141,859	140,495
Camaro	2,420	5,216	2,255	9,799	236,509	102,603
Nova/Citation	9,530	9,154	10,709	46,216	264,952	389,628
Malibu	6,570	7,902	6,453	27,952	353,911	225,030
Monte Carlo	3,575	4,865	4,592	18,276	207,641	100,091
Chevrolet	4,190	7,896	2,384	11,056	409,800	101,615
Corvette	1,000	1,151	958	4,458	42,719	37,550
Oldsmobile Division	18,831	23,363	18,052	75,778	908,922	675,317
Starfire	.....	574	.....	.....	19,440	.....
Omega/'79-'80	2,768	2,047	2,406	9,401	46,047	94,611
Cutlass	9,842	10,909	9,290	38,379	469,278	320,388
Oldsmobile	5,399	8,416	5,492	24,071	326,874	192,984
Toronado	822	1,417	864	3,927	47,283	67,334
Pontiac Division	12,455	15,672	12,493	61,464	654,219	499,602
Acadian†	315	187	313	1,188	15,262	17,267
Sunbird	3,620	2,219	3,649	16,949	93,161	135,773
Phoenix/'79-'80	2,880	2,288	2,561	13,518	72,682	115,582
Firebird	1,660	3,962	1,987	8,910	176,478	68,990
LeMans	1,815	1,771	1,845	8,785	80,635	53,124
Grand Prix	1,925	2,452	1,880	9,609	84,094	61,038
Pontiac	240	2,793	258	2,505	131,907	47,828
VOLKSWAGEN	4,550	4,590	4,786	20,311	150,781	166,045
CHECKER	86*	97	88	406	4,315	2,698
Total Cars, U. S.	157,394	178,070	155,461	675,020	7,568,249	5,553,492

CANADIAN CAR PRODUCTION

	Week Ended Nov. 8, 1980	Same Week 1979	Week Ended Nov. 1, 1980	Oct. Total	Jan. 1, to Nov. 10, 1979	Jan. 1, to Nov. 8, 1980
CHRYSLER CORP.	1,498	2,856	1,748	9,639	111,414	63,948
FORD MOTOR	6,306	4,499	6,088	25,099	249,977	218,553
GENERAL MOTORS	625*	.....	.....	.....	.....	625*
VOLVO	248	180	225	980	7,485	8,493
Total Cars, Canada	21,554	20,034	20,869	88,010	861,527	712,751
N. American Cars	178,948	198,104	176,330	763,030	8,429,776	6,229,991
N. American Trucks	56,623	56,594	53,949	233,886	3,338,951	2,442,945
North American Cars and Trucks	235,571	254,698	230,279	996,916	11,768,727	8,672,936

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

VWoA moving some operations

TROY, Mich.—Volkswagen of America has begun to move parts of its Detroit-area operations to six floors in the new City Center Building here. Moving will continue through the rest of the year.

When complete, VWoA's Parkview building in Warren, Mich., will be mainly for computer information services and financial operations. The Warren engineering center will be retained. Product planning, legal, public relations and some engineering personnel will be moving here.

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Automotive News

Detroit, November 17, 1980

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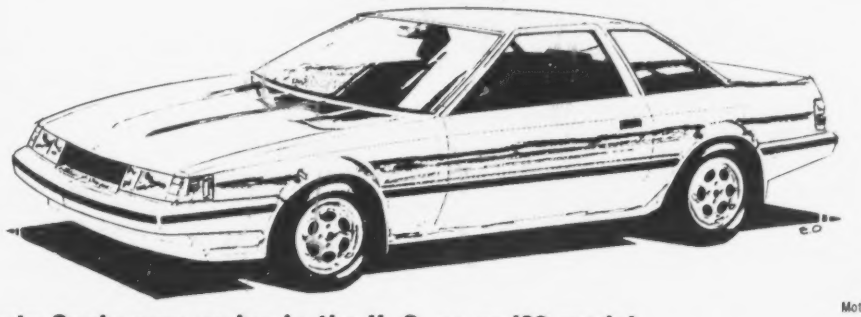
Toyota toy



Motor Fan

Sporty Soala may arrive in the U. S. as an '82 model

Toyota Soala is the Japanese maker's first new sports car in more than 10 years. It will be introduced in Japan early in 1981 and may be offered in the U. S. as an '82 model. It is powered by a fuel-injected, twin-cam, 2.8-liter six developing 160 to 170 HP. An optional turbo version of the two-seater is rumored. Story on this and other new Japanese models on Page 2.

Escort/Lynx and K-car star in a difficult new-car market

By Joseph Bohn
Marketing Editor

The Chrysler K-cars and Ford's Escort/Lynx figure to be a sellout success, unless high interest rates torpedo them.

That's the consensus of automen and analysts who see the recent rise in the prime rate as anathema to the whole industry—not just Detroit's new small cars.

"Both Ford and Chrysler models are a success," observed a General Motors analyst who was asked to compare them to early introduction of the X-bodies.

"They were both widely publicized," he said. "People were waiting for them. They stacked up good orders. These cars went as well for them as the X did for us."

A few comparative numbers tell the story.

Chrysler retailed 18,272 K-cars in the three 10-day periods following announcement, accounting for 23.8 percent of company volume.

Ford retailed 23,523 Escort/Lynxs, which accounted for 14.8 percent of volume.

General Motors retailed 60,709 X-bodies in a similar April/May, 1979, announcement period, which accounted for 12.9 percent of volume.

GM had 60,961 X-bodies on hand on announcement day, 1979. It retailed 99.6 percent of its introductory stock.

Ford had 23,700 Escort/Lynxs on hand announcement day, retailing 99.3 percent of its stock.

Chrysler had 16,000 K-cars in dealers hands, retailing 114 percent of introduction stock.

"They were all very, very successfully launched products," added the GM analyst.

• In October, Ford's small cars pushed its market share to 23.0 percent of domestic industry, up from 22.1 percent during January/September, 1980.

Ford to be sure was still far below the 26.5-percent share it held in October, 1979, but most of the erosion occurred during the early winter months of 1980. From the company's standpoint, it is now rebuilding market share gradually.

Ford lost no time in claiming a record for its new little cars. The Escort outsold every one of over 70 imported car lines offered in the U. S. during October, according to Bennett E. Bidwell, vice president, car and truck group of Ford Motor.

Bidwell added that Escort exceeded the combined sales of any competitive domestic series of cars.

Chrysler's penetration meanwhile jumped to 10.4 percent in October from the 9.7 percent level it had been at during January/September, indicating the impact of K-cars in overall company sales.

The numbers underscore the companies' overall gains, independent of any cannibalization of sales of other company lines that might have occurred.

Momentum on the new models is building in November.

Chrysler has been tracking sales of its K-cars on a daily basis at its top 400 dealerships.

In early November, they were up 65 percent over October, ac-

Continued on Page 45, Col. 1

Sales record could fall in 1982, Caldwell says

By Robert W. Irvin
Editor at Large

The slumping U. S. new-car market will recover with 10 million sales in 1981 and could zoom to record levels of 12.5 million as early as 1982, according to Ford Motor Co. Chairman Philip Caldwell.

"Sometime in the 1982-85 period we will have an alltime record year, and we should have two or three very good years then," he said.

"This year was below trend (at 9 million) and 1981 will also be below, which suggests there is a buildup in demand.

"So I can see 12.5 million cars a year sometime in that period after 1981. It could come as early as 1982, but it is hard to predict."

The present record is 11.35 million cars sold in 1973.

The truck sales record of 4.31 million, set in 1978, will not be broken in the 1982-85 period, according to Caldwell.

Truck sales dropped to about 2.6 million this year. Caldwell expects them to climb to 3 million in 1981.

And when car sales reach that 12.5-million level, truck sales should be up to 4 million again, he said.

• Caldwell made his bullish forecast in an AUTOMOTIVE NEWS interview. He also made these other points:

1. Ford's fourth-quarter financial results "will be substantially better than the third quarter" when the company lost a record $569 million. But he wouldn't comment on an analyst's prediction that Ford would still lose $400 million this quarter.

2. Rising interest rates again are having some impact on new-car sales "but our dealers are

Continued on Page 42, Col. 1

New-car supply falls to 56½ days but loses balance

By Richard A. Wright
Assistant Managing Editor

New-car announcements seemed to effect a quick cure for the domestic auto makers' inventory woes, slashing their new-car inventory from a burdensome 71-day supply Oct. 1 to a healthy 56½ days Nov. 1. But the healthy look was partly illusory.

The industry opened November with 1,389,549 new cars in stock, much lower than the 1,743,012 inventory on hand a year earlier. And this year's 56½-day supply compares very favorably with the 65-day stock Nov. 1 last year.

The Nov. 1 inventory included about 500,000 carryover '80 models.

But the balance of cars between General Motors and the other corporations was not good. And by and large the reason for the sound inventory figures was that production of many lines has been sporadic.

GM was the only corporate maker to trim its inventory unit count during October, although Ford Motor Co. and Chrysler Corp. had lower days-supply figures Nov. 1 than they had a month earlier.

• GM opened November with a lean 48-day supply, down from 60 days Oct. 1. Oddly, shortages in the GM stable did not follow size-class patterns as is usually the case, but followed divisional lines. Virtually all Buick and Oldsmobile lines were in short supply. At Chevrolet and Pontiac, not even the X-body cars were short.

Ford Motor Co. trimmed its inventory to a 65-day supply from 95 days a month earlier. Ford had a 39-day supply of Escorts and a 52-day supply of Lynx.

Chrysler Corp. had an 87-day supply of new cars Nov. 1, down slightly from 93 days Oct. 1. Chrysler had a 61-day supply of Reliant, a 59-day stock of Aries and a 61½-day supply of Imperial. Omni and Horizon were in 99½-day and 97-day supply respectively.

American Motors boosted its inventory to a 91-day supply, compared with a 74-day stock a

Table on Page 42.

month earlier. Volkswagen of America built up its stock of U. S.-made Rabbits to 64 days, compared with 44 days Oct. 1.

The Nov. 1 domestic new-car inventory was divided this way: GM, 53.69 percent; Ford Motor Co., 25.51 percent; Chrysler Corp., 15.90 percent; AMC, 2.95 percent, and VWoA, 1.95 percent.

A month earlier, the new-car inventory was divided as follows: GM, 55.66 percent; Ford Motor Co., 25.78 percent; Chrysler Corp., 13.89 percent; AMC, 2.93 percent, and VWoA, 1.74 percent.

By size class, the Nov. 1 domestic new-car inventory was the reverse of what it had been through most of the 1980 model year—subcompacts were heaviest and the day-supply figures

Continued on Page 42, Col. 5

breaking news

Kopka to replace Bordinat in Ford design

DEARBORN.—Donald F. Kopka will replace Gene Bordinat as Ford Motor Co. design vice president when Bordinat retires this month. Bordinat, 60, joined Ford in 1947 after working in General Motor's defense operations since 1939. He was elected a vice president in 1961. Kopka, 54, who has been executive director of advanced and international design, administration and color and trim, joined Ford in 1964. He was a Chrysler Corp. stylist from 1950-1964.

Ford, Toyota executives to meet

TOKYO.—A team of high-ranking Ford Motor Co. officials reportedly will meet with Toyota executives this week. It is believed that a prime topic of discussion will be a proposed joint small-car manufacturing project in the U. S.

NHTSA declines to launch 2 defect probes

WASHINGTON.—NHTSA says it will not open safety defect investigations into alleged engine compartment fires in 1977-78 Subaru vehicles nor alleged front-wheel-bearing failures in Omni/Horizon models. In denying the petition of a Montana attorney whose client died when his vehicle caught fire while the engine was idling, the safety agency said it had only four other complaints of Subaru fires and that each was

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NEWSPAPER

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After reaching 10 million in 1981

Caldwell: '82 sales could set record

Continued from Page 1

in much better shape, at least as far as inventories are concerned, than they were in the spring."

3. Ford, noting General Motors' latest program to ease dealer floorplanning problems, is also "looking at the situation but there is nothing to announce."

4. Ford has already taken 250,000 orders in North America and Europe for the new Escort world car.

5. The big Ford and Mercury "are selling better than anticipated" but he denied reports the company is planning soon to restore the second shift at the Wixom plant near Detroit which builds the Lincolns and Continental Mark VI cars.

6. The presidential election of Ronald Reagan will boost the public's confidence in the economy and that in turn should help auto sales.

7. The new Republican administration should get a tax-cut bill through Congress next year and should grant the industry regulatory relief.

8. He doesn't believe the Japanese will build auto plants in the U. S. unless they are pressured into it because of "their huge capacity already in place in Japan."

9. He doesn't know if anything will come of the discussions Ford is having with Toyota about joint assembly of a Japanese car in this country. He said no decision is likely until next year and "these can't be called negotiations — they are just discussions."

10. He doesn't expect Henry Ford II, the retired chairman, to come back and take a more active role in the company, which has been suggested in some newspaper reports.

Ford called Caldwell after seeing the reports. "He surprised me by calling and was laughing about it harder than I was," Caldwell said.

"No," Caldwell added, he did not expect anything to change. Ford is still the chairman of the finance committee and a member of the board of directors, which means he is at company headquarters in Dearborn for meetings once a month. Caldwell added:

"He announced his plans in 1977 and what he said at the time he was going to do he has done. Yet, over this period there have been articles written about how he wasn't going to do it. Maybe sometime now people will start believing him."

Caldwell became chief executive a little over a year ago, in October, 1979, and then became chairman last spring when Ford relinquished that title as well.

Because of the company's mounting losses at home, he instituted a $1.5-billion cost-cutting program in mid-1979. The results are now being seen, he said, adding that "things will be better from here on out."

The auto market, he says, "is bottoming out. It's improving but slower than we would like."

• "We believe calendar year 1981 sales will be 10 million cars and three million trucks," he said. "The 1981 model-year outlook is a little less clear because of the interest rate, which is greater now at 15.5 percent than I had anticipated."

While car sales will in a year or two be at record levels again, he doesn't see the same thing for trucks.

"The truck situation is quite a bit different," he said. "The truck market had a very big buildup because so many people bought them for personal use. There has now been some swing back to cars."

But, he added, "we and some of our competitors have very aggressive new light-truck product programs," with the goal, of course, to improve fuel economy and enable more people to use them again as recreational vehicles.

He also confirmed Ford has stopped importing the Fiesta minicar from Europe because it could no longer be counted towards the fuel economy standard and because the new Escort/Lynx car covered that market.

Spurned on diesel waiver, Isuzu files an EPA appeal

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Isuzu Motors, Ltd., facing the prospect of having to become the first to build diesel engines meeting a 1.0 grams-per-mile NOx emission standard, has appealed to the EPA to take another look at its case.

The company earlier this year asked the EPA to waive the 1981-model-year standard to 1.5 gpm, saying it is unable to bring down emissions of the 1.8-liter diesel engine it wants to begin selling here this winter. The agency denied that request on the grounds that a minor adjustment would allow the vehicle to meet the 1.0-gpm standard.

In its appeal, Isuzu said EPA used the wrong data in coming to that conclusion.

Isuzu builds the LUV minipickup truck now sold by Chevrolet dealers, but plans to market its own version of the truck and a sedan in the U. S. under the banner of American Isuzu Motors, Inc.

General Motors, which holds a 34-percent share in Isuzu, will begin in 1982 to build a domestic version of the LUV to supplement Isuzu's LUV.

Waivers from the 1981 and later-model-year NOx standard of 1.0 gpm are available for diesels for up to four years and to 1.5 gpm. The waiver provision was included in the Clean Air Act Amendments of 1977 because NOx emissions are difficult to control in diesel engines.

EPA previously granted two-year waivers from the standard to General Motors, Mercedes-Benz, Peugeot, Volvo and Volkswagen of America. It has under consideration a request by Nissan for a diesel it wants to put in its small Datsun pickup truck.

Isuzu is the first maker to have been denied a waiver. Helping on its reconsideration request, however, is GM, which is planning to use the same 1.8-liter engine in its Chevette for the 1981 and 1982 model years.

• GM has supported Isuzu's claim that EPA made a mistake when it suggested that advancing the injection timing on the engine by three degrees would allow it to meet the 1.0-gpm NOx standard.

The accepted principles of diesel combustion hold that advancing injection timing will increase NOx emissions, GM said. "What you are suggesting asserts the opposite to be true without justification," the auto maker told EPA.

GM anticipates the 1.8-liter Isuzu diesel will allow its Chevette to achieve city mileage numbers in the 37 to 38-MPG range with a manual transmission and 33 MPG with the automatic. Highway mileages are expected to be in the ranges of 53 MPG and 42 MPG respectively.

EPA will hold a hearing in Washington today (Nov. 17) on the Isuzu and GM petitions. At the same time it will consider a request by VWoA to grant it a waiver to 1.4 gpm NOx for 1981 and 1982 for naturally aspirated and turbocharged versions of a 1.6-liter diesel it will offer in the Audi 4000 and redesigned Dasher.

EPA previously granted waivers for these, but body design changes raised both their weights by 250 pounds.

Although VWoA asked for the waivers for both 1981 and 1982, neither the diesel Audi 4000 nor the new Dasher diesel are expected to reach the U. S. until the 1982 model year.

Bicentennial favorites

Philip Caldwell, left, Ford Motor Co. chairman, and Los Angeles Mayor Tom Bradley following the announcement that named Mercury Lynx and Ford Escort official vehicles of the Los Angeles Bicentennial Celebration. Both vehicles were featured in special activities for the city's celebration.

Volvo enters the turbo derby

New Volvo 244 Turbo for 1981, seen here with European-type headlamps, features black surrounds on the side windows. Turbo is laid out to provide maximum performance at medium ranges. For U. S. market, Volvo Turbo will be delivered only in four-door version with luxury trim.

NEW-CAR STOCK

New-car days-supply figures, U.S. makes:

	Nov. 1, 1980	Oct. 1, 1980	Nov. 1, 1979
Spirit	111	85	81
Concord	82	61	63
Eagle	86	93	60
AMERICAN MTRS.	91	74	70
Horizon	97	91	57
Reliant	61	—	—
Volare	81	57	113
Gran Fury	113	77	391
Plymouth	81	78	80
Imperial	61½	—	—
LeBaron	78	106	123
Cordoba	118	142	153
Chrysler	103	68	133
Chrysler	95	111	135
Omni	99½	97	55
Aries	59	—	—
Aspen	86	67	118½
Diplomat	108	122	184
Mirada	115	150	184½
St. Regis	102	69½	133½
Dodge	89	97	101
CHRYSLER CORP.	87	93	102
Escort	39	—	—
Pinto	54	43	85
Mustang	79	89	78
Fairmont	67	118	59
Granada	80	100	80
Thunderbird	78	83	64
Ford	61	111	105
Ford	67	94	75
Lynx	52	—	—
Bobcat	54	54½	89
Capri	67	84	88
Zephyr	49	95	64
Cougar/Monarch	64	156	90
Cougar XR-7	69	87	71
Mercury	54	75	75
Mercury	58	94½	76
Lincoln	51	91	88
Mark VI	58	91	74
Lincoln	57	91	81
FORD MOTOR CO.	65	95	76
Skylark	35	57	10
Century	38	59½	41
Regal	38	57	43
LeSabre	38	50	61
Electra	39	55	57
Riviera	33	48	37
Buick	36½	55	42
Seville	45	78½	49½
Cadillac	31	46	46
Eldorado	32	49	30
Cadillac	34	52	44
Chevette	70	67	49
Monza	41	47	74
Citation	62	61½	24
Camaro	67	71	77
Malibu	62	79½	68
Monte Carlo	66	71	77
Chevrolet	60	76	97½
Corvette	59	57	45
Chevrolet	62	67½	65½
Omega	33	52½	21
Cutlass	27	44	47
Supreme	32	48	47
Olds 88	29	46	44
Olds 98	27	50	41
Toronado	31	43	40
Oldsmobile	30	47	44½
Sunbird	62	57	68½
Phoenix	49	69½	22
Firebird	83	68	91½
LeMans	66	77	70
Grand Prix	53	67	70½
Pontiac	52	60	75
Pontiac	59	65	69
GENERAL MTRS.	48	60	57
VOLKSWAGEN	64	44	26
TOTAL	56.2	71	65

New-car inventory of 1.38 million is a 56½-day supply

Continued from Page 1

got smaller as the size class got larger. Much of the reason for the leaner supply of big cars was simply lower production, but strong sales among GM intermediates helped keep that segment healthy.

Subcompacts were in 65-day supply, unchanged from Nov. 1. The industry had a 61-day supply of compacts, down sharply from 78 days a month earlier. Part of the reason for the compact dip was the fact that Chrysler's K-cars went on sale.

Intermediates were in 55-day supply Nov. 1, down sharply from 73 days a month earlier. Introduction of GM's restyled mid-sized A-Specials no doubt worked to reduce the intermediate stock, as did continued strong sales of Cutlass and Century.

The industry had a 48-day supply of standards, down from 66 days, and a 40-day supply of luxury cars, down from 58 days.

The Nov. 1 inventory was divided this way among the size classes: Subcompact, 23.58 percent; compact, 29.80 percent; intermediate, 30.27 percent; standard, 11.72 percent, and luxury, 4.63 percent.

A month earlier, the inventory was divided this way by size class: Subcompact, 21.95 percent; compact, 28.94 percent; intermediate, 31.50 percent; standard, 12.75 percent, and luxury, 4.86 percent.

The Nov. 1 days-supply figures by market class were:

Subcompact—Escort, 39; Monza, 41; Lynx, 52; Pinto, 54; Bobcat, 54; Sunbird, 62; Rabbit, 64; Chevette, 70; Horizon, 97; Omni, 99½, and Spirit, 111.

Compact—Omega, 33; Skylark, 35; Zephyr, 49; Phoenix, 49; Aries, 59; Reliant, 61; Citation, 62; Capri, 67; Camaro, 67; Fairmont, 67; Mustang, 79; Volare, 81; Concord, 82; Firebird, 83; Aspen, 86, and Eagle, 86.

Intermediate—Cutlass, 27; Supreme, 32; Century, 38; Regal, 38; Grand Prix, 53; Malibu, 62; Cougar, 64; Monte Carlo, 66; LeMans, 66; Cougar XR-7, 69; LeBaron, 78, Thunderbird, 78; Granada, 80; Diplomat, 108; Mirada, 115, and Cordoba, 118.

Standard—Olds 98, 27; Olds 88, 29; LeSabre, 38; Electra, 39; Pontiac, 52; Mercury, 54; Chevrolet, 60; Ford, 61; St. Regis, 102; Chrysler, 103, and Gran Fury, 113.

Luxury—Cadillac, 31; Toronado, 31; Eldorado, 32; Riviera, 33; Seville, 45; Lincoln, 51; Mark VI, 58; Corvette, 59, and Imperial, 61½.